

Message Text

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P 191858Z SEP 75
FM SECSTATE WASHDC
TO AMEMBASSY LONDON PRIORITY
AMEMBASSY PARIS
AMEMBASSY BRUSSELS
AMEMBASSY HELSINKI
AMEMBASSY BERN
AMEMBASSY VIENNA
AMEMBASSY BELGRADE
INFO AMCONSUL ZURICH PRIORITY
AMCONSUL ZAGREB

UNCLAS STATE 224002

E.O. 11652: NA

TAGS: UEXP, UK, FR, GW, BE, FI, SZ, YO, AU

SUBJECT: ITINERARY OF CHARLES E. JOHNSON, SPECIAL
ACTIVITIES

1. CHARLES JOHNSON, SPECIAL ACTIVITIES DIVISION WILL BE
VISITING THE COUNTRIES LISTED BELOW FOR THE PURPOSE OF
FINALIZING PLANS FOR IN-STORE PROMOTIONS FOR FY '76 AND
DEVELOPING INTEREST AMONG DEPARTMENT STORES AND MAIL ORDER
HOUSES FOR FY '77 PROMOTIONS. JOHNSON WILL ALSO DISCUSS
TRADE CENTER PLANS FOR PROMOTION OF THE BICENTENNIAL
EVENT IN FRANKFURT, LONDON AND PARIS. HE WILL ALSO ACT
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AS TECHNICAL SALES SEMINAR COORDINATOR FOR THE ADVANCED
METALWORKING AND FINISHING SEMINAR WHICH WILL BE HELD IN
BELGRADE/ZAGREB, YUGOSLAVIA, 10/26 - 11/1, 1975.

2. JOHNSON'S ITINERARY AND ACTION REQUESTED ARE LISTED
BELOW:

A. LONDON -- REQUEST APPOINTMENTS WITH SELFRIDGES, KENDAL-
MILNE, DENBYS' (MR. ROBERT WITE, MARKETING DIVISION) AND
FREEMANS (MAIL ORDER). ARRIVE LONDON PAA 100, 2140 HRS.,
OCTOBER 1. DEPART LONDON OCTOBER 3, AF 847, 1810 HRS.

B. PARIS -- APPOINTMENTS REQUESTED NOUVELLES GALERIES
(MR. MAURICE GRAUCHER, DIRECTOR GENERAL), GALERIES
LAYFAYETTE, LA REDOUTE. ARRIVE PARIS 1910 HOURS, OCTOBER
3, AF 847. DEPART PARIS 1800 HRS., OCTOBER 7, AF 926.

C. BRUSSELS -- APPOINTMENTS REQUESTED--INNOVATION, SARMA
GALERIES ANSPACH. ARRIVE BRUSSELS 1855 HRS., OCTOBER 7,
AF 926. DEPART OCTOBER 9 BRUSSELS 1420 HRS. AY 874.

D. HELSINKI -- APPOINTMENT REQUESTED--STOCKMANS. ARRIVE
OCTOBER 9, 1755 HRS., AY 874. DEPART OCTOBER 11, 0715
HRS., AY 821.

E. GERMANY -- APPOINTMENTS REQUESTED HORTENS, HERTIE,
KARSTADT, QUELLE, ARRIVE COLOGNE 1025, LH 850, OCTOBER 11.
DEPART COLOGNE OCTOBER 16, 1025 HRS., LH 236.

F. ZURICH -- APPOINTMENTS REQUESTED BOHNHOFSTRASSE ASSOC.,
JELMOLI AND GLO3US. ARRIVE ZURICH OCTOBER 16, 1855 HRS.,
LH 236. DEPART ZURICH OCTOBER 20, 1845 HRS., SR 436.

G. AUSTRIA -- APPOINTMENTS REQUESTED--GERNGROSS,
MODENMUELLER, KASTNER AND OEHLER AND FORUM KAUFHAUS.
ARRIVE VIENNA 1955 HRS., OCTOBER 20, SR 436, DEPART
VIENNA 1440 HRS., OCTOBER 23, OS 823.

H. YUGOSLAVIA -- ARRIVE BELGRADE 1545 HRS., OS 823,
OCTOBER 23 TO ACT AS TECHNICAL SALES SEMINAR COORDINATOR
FOR ADVANCED METALWORKING AND FINISHING SEMINAR. JOHNSON
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PLANS TO PRECEDE SEMINAR GROUP TO ZAGREB TO CHECK
PREPARATIONS ON OCTOBER 29, 0800 HRS., JU 320. PLANS CALL
FOR DEPARTURE ON NOVEMBER 2.

3. HOTEL RESERVATIONS WILL BE NEEDED AT ALL OF THE
AFOREMENTIONED POSTS. TRADE CENTER DIRECTORS, LONDON,
PARIS AND FRANKFURT ARE REQUESTED TO COORDINATE WITH
AMEMBASSY COMMERCIAL OFFICERS IN SETTING UP APPOINTMENTS
TO DISCUSS BICENTENNIAL PROMOTION PLANS WITH JOHNSON.

4. COMMERCE REQUESTS THAT THE POSTS CONTACT THE PROPOSED
STORES AND MAIL ORDER HOUSES FOR APPOINTMENTS. CHANGES
OR ADDITIONS MAY BE MADE AT THE DISCRETION OF THE

POSTS. KISSINGER

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BRUSSELS
HELSINKI
BERN
VIENNA

BELGRADE INFO ZURICH

ZAGREB

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